

# **RJ REYNOLDS**

TOBACCO COMPANY

# COPY

J. CAMPBELL / ROU 1610  
PROMOTIONAL COORDINATOR

8899 MAIN STREET  
WILLIAMSVILLE, NY 14221  
(716) 634-4179  
FAX (716) 634-3145

January 5, 1998

RJR Account #611800  
Mr. J. Beaver  
STANDARD ROSENBAUM

**FEBRUARY: DORAL B1G1F / PROMOTION #800018**

Dear Joe:

DORAL B1G1F *pre-sleeved* product (6M) has been ordered (see quantities listed below), as well as 90 skus of B1G1F Displays (Item #536645) to pack and ship this promotion to your participating retail accounts.

DORAL BRAND STYLE	B1G1F UPC Code	#/ (6M) Cases B1G1F
<i>Light</i>	12300-24960	<u>3</u>
<i>Light 100</i>	12300-24961	<u>3</u>
<i>Light Men 100</i>	12300-24963	<u>3</u>
<i>FF 100</i>	12300-24962	<u>3</u>

**DISPLAY DETAIL (#536645)**

EACH PRE-SLEEVED 6M CASE CONTAINS 30 WHITE CARTONS.

EACH WHITE CARTON CONTAINS 5 PRE-SLEEVED B1G1F DEALS

EACH DISPLAY CONTAINS 4 WHITE CARTONS OR '20 B1G1F OFFERS'.

Product / Display Arrival:

January 26, 1998

Ship Date to Retail:

Week of: February 9, 1998

SKU CUBE :

0.4965

SKU WT (w/o Product):

1.1700 lbs

Retail Sales Offer per Sku:

20 Offers

Billing per Sku:

2 Savings Cartons

EFT \$ Amount:

\$716.14

51854 9171

**PROMOTION DESCRIPTION:** SEE ENCLOSED '*WHOLESALE PACKING INSTRUCTIONS*'.  
UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT  
NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL.  
(A '*RETAILER PROMOTIONAL PACKING EXPLANATION SHEET*' IS INCLUDED IN EACH DISPLAY).  
SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED *CUSTOMER*  
*LIST*.

**DISPLAY LOAD:**

\*4 CARTONS; ONE CARTON EACH STYLE: *DORAL LIGHT / LT 100 / LT MEN 100 / FF 100*

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you  
\$14.00 per **live 12M** case for all displays packed and shipped to retail on a timely basis. This  
equates to **\$58.80 (4.2 (12M) case(s) @ \$14.00)**. Payment will be made as soon as possible  
once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

*Judy*

J. Campbell

Promotional Coordinator / 1610

/jc

cc: R. Tanchyk

L. E. MacWilliams

**Enclosures:**

- Customer List
- Wholesaler Packing Instructions
- Promotion Flyer

**Note to RJR Manager:**

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to  
account.

WHOLESALE : 611800 STANDARD-ROSENHAUM, INC. <DIRECT>  
 TEMPLATE : 800018 80200 DOR FEB BIGIF  
 TEMPLATE SEQ : 0031  
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
62303	162324	087082	HESS #12211	NOTT ST & MAXON R	SCHENECTADY	NY	12308	2		0353-0100		(518)372-8880
62306	162325	634336	BRUNSWICK BEVERAGE	668 HOOSICK STREE	TROY	NY	12180	1			17897	(518)274-1100
62306	162326	686760	XTRA MART	600 COLUMBIA TPKE	EAST GREENBUSH	NY	12061	1		3459-0000		(518)477-4002
62306	162325	686867	NITE OWL NEWS	400 FULTON ST	TROY	NY	12180	1				(518)272-8586
62306	162325	722162	FAST FOOD EXPRESS	132 MAIN AVE	WYNANTSILL	NY	12198	3			25544	(518)286-2706
62306	162325	731743	NED ABBOTT'S NEWS	185 HOOSICK ST	TROY	NY	12180	1			17515	(518)272-9753
62306	162326	740282	GOTHAM CITY	568 COLUMBIA TPKE	EAST GREENBUSH	NY	12061	1				(518)479-3766
62306	162325	746203	GREENBUSH DISCOUNT	PETER G. ENZIEN E	TROY	NY	12180	1			04390	(518)283-2230
62306	162326	767196	NIVERVILLE DELI	LAKE STREET	NIVERVILLE	NY	12130	1				(518)784-2215
62307	162327	769517	KNOTH'S MOBIL	409 MAIN ST	NEW PALTZ	NY	12561	1				(914)255-7444
62308	162328	769707	HYDE PARK DELI	1 W MARKET ST	HYDE PARK	NY	12538	1				(914)229-5633
62305	162326	767522	ALCOVE STORE	ROUTE 143	ALCOVE	NY	12007	1			27516	(518)756-2043
62303	162322	422751	SUNOCO SCOTIA #1493	184 SACANDAGA RD	SCOTIA	NY	12302	1		3459-0000		(518)374-8830
62303	162324	665430	CASH & CARRY BEVERA	2-4 KELTON AVE	SCHENECTADY	NY	12304	1				(518)346-4611
62303	162324	703580	UNITED QUIK STOP IN	52 FULLER RD	ALBANY	NY	12205	1				(518)459-7667
62303	162324	717366	BALLTOWN BEVERAGE	480 BALLTOWN RD	SCHENECTADY	NY	12304	1				(518)393-2546
62303	162322	727846	MPC OF ALBANY INC.	1823 WESTERN AVE	ALBANY	NY	12203	1				(518)456-4223
62304	162322	026572	COULSON'S NEWS	594 NEW LOUDON RD	LATHAM	NY	12110	1				(518)785-6499
62304	162322	175999	COULSON'S NEWS	420 BROADWAY	ALBANY	NY	12204	1				(518)449-7577
62304	162321	239719	XTRA MART #1473	2951 ROUTE 9	BALLSTON SPA	NY	12020	1		3459-0000		(518)584-9957
62304	162321	318275	NUTTINGS GENERAL ST	1359 5TH AVE	WATERVLIET	NY	12189	2				(518)273-9781
62304	162321	397201	A PLUS #60037F	1245 ONTARIO STRE	COHOES	NY	12047	1		0362-0102		(518)237-4079
62304		415689	MID VALLEY OIL #141	1958 AMSTERDAM RD	BALLSTON SPA	NY	12020	1		3459-0000		(518)882-9633
62304	162321	459138	MID VALLEY OIL #145	616 BROADWAY	WATERVLIET	NY	12189	1		3459-0000		(518)271-9791
62304	162325	480355	XTRA MART #1508	491 5TH AVE	TROY	NY	12182	1		3459-0000		(518)233-7393
62304	162321	548849	T & C MINI MART	500 13TH ST	WATERVLIET	NY	12189	1				(518)272-3466
62304	162321	597833	X-MART	22 CENTRAL AVENUE	MECHANICVILLE	NY	12118	1		3459-0000		(518)664-7503
62304	162321	642177	NISHA-9-INC.	DBA/BROOK FOODS	BALLSTON SPA	NY	12020	1				(518)885-4669
62304	162322	681800	LATHAM NEWS	679 TROY SCHENECT	LATHAM	NY	12110	1				(518)783-1143
62304	162321	700415	WATERFORD BEV MART	35A SARATOGA AVE	WATERFORD	NY	12188	1				(518)238-0253
62304	162325	739411	BEVERAGE BARN INC.	402 5TH AVE	TROY	NY	12182	2				(518)235-6397
62304	162321	766952	HALFMOON GETTY	1493 ROUTE 9	CLIFTON PARK	NY	12065	1				(518)371-3967
62304	162322	777272	HANDY ANDY	654 WATERVLIET SH	LATHAM	NY	12110	1				(518)785-1981
62305	162326	035936	M & B STOP & SHOP	ROUTE 85	WESTERLO	NY	12193	1				(518)872-0701
62305	162325	083760	SUPER MART INC	50 COLUMBIA	RENSSELAER	NY	12144	1		3148-0000		(518)465-3384
62305	162326	176960	SOUTH CAIRO CTRY ST	ROUTE 23 B	SOUTH CAIRO	NY	12482	2				(518)622-9958
62305	162322	301615	DUNBROOK LTD MOBIL	442 MADISON AVE	ALBANY	NY	12208	5				(518)434-6263
62305	162324	441213	SUPER MART #6	1560 CENTRAL AVE	ALBANY	NY	12205	1		3148-0000		(518)465-2864
62305	162326	482562	MUSA AUTO CARE	ROUTE 81 & 32	GREENVILLE	NY	12083	1				(518)966-4317
62305	162322	503321	SUPER MART II	463 ALBANY SHAKER	LOUDONVILLE	NY	12211	1		3148-0000		(518)489-8512
62305	162326	568618	SUPERMART	ROUTE 22	CANAAN	NY	12029	1		3148-0000		(518)781-4665
62305	162326	636238	BEVERAGE WAREHOUSE	RT. 9W	WEST COXSACKIE	NY	12192	5				(518)731-1020

WHOLESALE : 611800 STANDARD-ROSENBAUM, INC. <DIRECT>  
 EMPLATE : 800018 80200 DOR FEB B1G1F  
 EMPLATE SEQ : 0031  
 SALES LEVEL : 16XXXX

ERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
52305	162322	649997	MONTANA FOOD MKT	17 WATERVILET AVE	ALBANY	NY	12206	1				(518)446-0404
52305	162326	654282	J&G	91 SOUTHER BLVD	ALBANY	NY	12209	3				(518)465-6353
52305		698511	PALENVILLE MARKET	RT. 23A	PALENVILLE	NY	12463	1				(518)678-9287
52305	162322	718802	ABC GALLERIES	125 CENTRAL AVE	ALBANY	NY	12206	2				(518)424-6786
52305	162326	722987	NEW AB CONVENIENT	299 2ND AVE	ALBANY	NY	12209	2			31021	(518)433-0749
52305	162322	767813	UPTOWN NEWS	136 N ALLEN ST	ALBANY	NY	12206	1			27951	(518)438-5955
52305	162322	769976	ONE DOLLAR DEALS	900 CENTRAL AVE	ALBANY	NY	12206	1			23846	(518)458-9398
52305	162326	773876	GRANDMA'S DELI	187 ROUTE 23A	PALENVILLE	NY	12463	1			12666	(518)678-9279
52306	162328	226570	XTRA MART #1430	ROUTE 9G	GERMANTOWN	NY	12526	1		3459-0000		(518)537-9936
52306	162326	265445	XTRA MART #1479	ROUTE 23	CRARYVILLE	NY	12521	1		3459-0000		(518)851-2419
52306	162328	439031	QUICK PICK CORNER	22 N BROADWAY	RED HOOK	NY	12571	1				(914)758-2493
52306	162325	513497	MPC ENT/GETTY	700 PAWLING AVENU	TROY	NY	12180	1			15438	(518)283-0454
52306	162326	607426	GRAMPY'S	203 CHURCH STREET	NASSAU	NY	12123	1				(518)766-2164
52306	162325	625126	MID VALLEY OIL #142	95 HILL ST	TROY	NY	12180	1		3459-0000		(518)273-4293
52303	162322	565559	GLENVILLE BEVERAGE	53 FREEMANS BRIDG	SCOTIA	NY	12302	2				(518)374-4615
52303	162322	649931	UNITED QUIK STOPS	1229 WESTERN AVE.	ALBANY	NY	12203	1				(518)482-5738
52202	162238	632811	CITGO #1425	100 N 2ND ST	FULTON	NY	13069	3		3459-0000	05967	(315)593-7844
52210	162227	178900	RICHIE STATIONARY	MARKET & CENTER S	ELLENVILLE	NY	12428	1				(914)647-4999
52210	162227	393686	XTRA MART #1421	ROUTE 209	WAWARSING	NY	12489	1		3459-0000		(914)647-3850
52302		274609	XTRA MART #1462	EXIT 21 RT 9N	LAKE GEORGE	NY	12845	1		3459-0000		(518)668-5386
52302	162320	511585	XTRA MART #1458	BAY & SANFORD STR	GLENS FALLS	NY	12801	1		3459-0000		(518)798-8862
52302	162320	512855	XTRA MART #1435	360 GLEN ST	GLENS FALLS	NY	12801	1	NYS	3459-0000		(518)792-6641
52305	162326	346438	SUPER MART	1811 COLUMBIA TPK	CASTLETON ON H	NY	12033	1		3148-0000		(518)477-1048

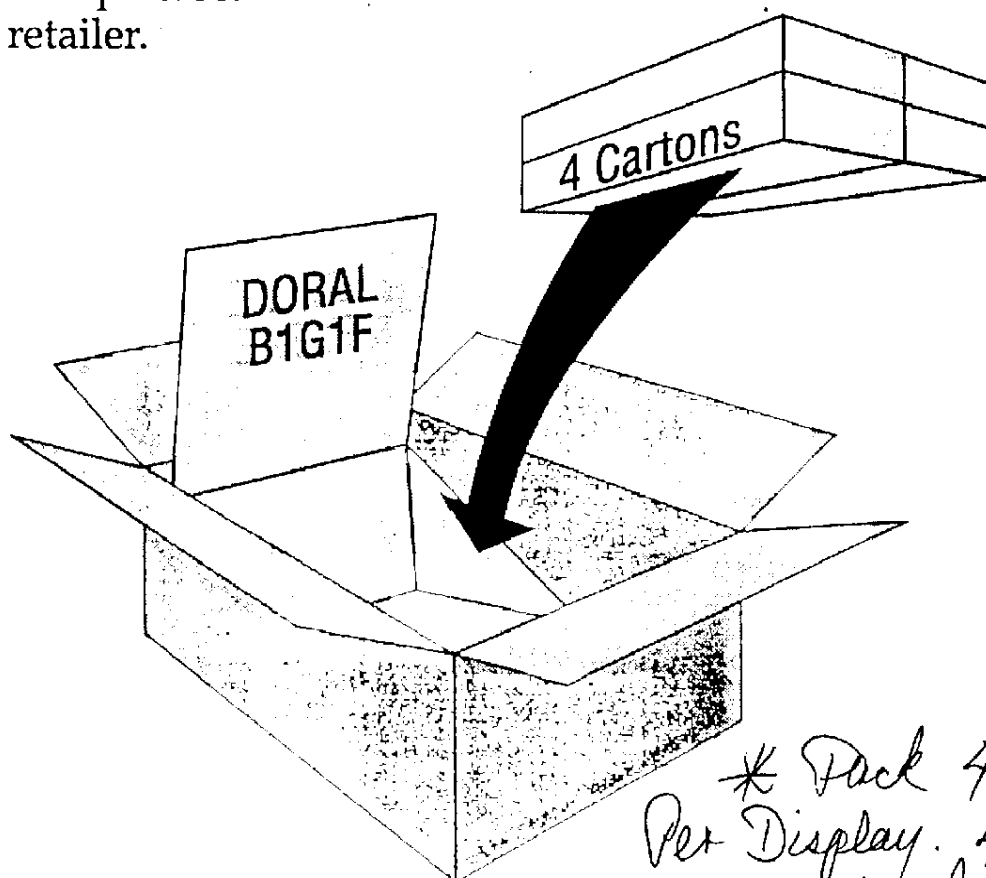
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**WHOLESALE PACKING INSTRUCTIONS****VALUE ADDED PROMOTIONS****1ST QTR. '98****February DORAL B1G1F***(Buy 1 Pack Get 1 Free)***STEPS**

1. Open DORAL B1G1F shipping case.
2. Place 4 cartons of DORAL promotional product into shipping/display case. Promotional product is in white cartons and is pre-sleeved.
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



*\* Pack 4 Cartons  
Per Display. 4 Styles  
may not be shipped  
to all DIRECT Accts.*

**Item: # 536645****Description: DORAL B1G1F Display/POS kit**

Brand Style	LT	LT 100	LT MEN 100	FF 100		
Number of Cartons	/	/	/	/		

51854 9175

# DAVID

Buy 1 Get 1 Free

**DORAL**  
FULL FLAVOR

**DORAL**

## Paster



## Counter Display

The Special Paster and Counter Display work together to call out this money-saving promotion. Paster is 11.5" x 10" for easy placement. The display is a perfect fit for even the smallest of counter spaces.

- 4 Cartons per SKU
- 20 Offers Per SKU
- Special complimentary tear-tape on all free packs
- Offer to customer - Buy 1 pack of Doral, get 1 pack free

